

MASSACHUSETTS
40 main st, suite 301
florence, ma 01062
tel 413.585.1533
fax 413.585.8904

WASHINGTON
501 third street nw, suite 875
washington, dc 20001
tel 202.265.1490
fax 202.265.1489



August 17, 2011

Ms. Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Via Electronic Filing

Re: Notice of Ex Parte Presentation in: *Examination of the Future of Media and Information Needs of Communities in a Digital Age*, GN Dkt 10-25, and *Standardized and Enhanced Disclosure Requirements for Television Broadcast Licensee Public Interest Obligations*, MM Dkt 00-168; *2010 Quadrennial Review – Review of the Commission’s Broadcast Ownership Rules and Other Rules Adopted Pursuant to Section 202 of the Telecommunications Act of 1996*, MB Dkt 09-182; *Campaign for a Commercial Free Childhood’s Petition for Declaratory Ruling that a Program to be Aired by Nicktoons Violates the Children’s Television Act and the FCC’s Rules and Policies*, MB Dkt 10-190.

Dear Ms. Dortch,

Pursuant to section 1.1206(b) of the Commission’s rules, Free Press submits this notice regarding an *ex parte* communication in the above referenced dockets.

On August 16, 2011, Angela Campbell and Blake Reid of the Georgetown Institute for Public Representation, Andrew Jay Schwartzman and Chrystiane Pereira of Media Access Project, Cheryl Leanza of the Office of Communication of the United Church of Christ, Inc., and Corie Wright of Free Press met with Commissioner Michael Copps and Joshua Cinelli, Media Advisor to Commissioner Copps.

The subject of the meeting was a proposal to modernize and streamline broadcaster reporting mechanisms that was recently submitted by the Public Interest Public Airwaves coalition (“PIPA,” which includes the public interest groups in attendance at the meeting).¹ That proposal was submitted pursuant to, and in support of, a recent FCC staff report recommendation that the Commission make disclosure a “pillar of FCC media policy.”²

¹ Letter to Chairman Julius Genachowski from the Public Interest Public Airwaves Coalition, MM Dkt 00-168, GN Dkt 10-25, (filed Aug. 4, 2011), available at <http://fjallfoss.fcc.gov/ecfs/document/view?id=7021700424> (“PIPA Letter”).

² *The Information Needs of Communities*, FCC Staff Report, GN Dkt 10-25, (rel. June 9, 2011) at 346.

In the meeting the groups emphasized the need for a disclosure mechanism that provides the public and researchers with searchable and online access to standardized information on the types of programming that broadcasters are airing to serve their local communities of license, as well as online access to the content of broadcasters' public files. The groups outlined the structure and function of a composite week reporting system proposed by the PIPA coalition³ and demonstrated the sample online form that accompanied the coalition proposal.⁴ The public interest groups encouraged prompt action on the proposal and expressed confidence that this critical information could be collected and disseminated in a streamlined way that both would be useful to the public and attend to any *legitimate* burden concerns that broadcasters might have.

Additionally, the groups briefly touched upon the Commission's newly released media ownership studies and expressed concern that none of the studies directly address the diversity concerns recently remanded by the Third Circuit in *Prometheus II*.⁵ Finally, Ms. Campbell encouraged swift action on a pending petition for declaratory ruling submitted by the Campaign for Commercial Free Childhood demonstrating that Nicktoons airing of Skechers' *Zevo-3* television show is a program-length commercial in violation of the Children's Television Act and attendant FCC rules and policies.⁶

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above referenced dockets. If you have any questions regarding this filing please do not hesitate to contact me.

Respectfully
submitted,
_____/s/____

Corie Wright
Free Press,
Washington, D.C.
202-265-1490
cwright@freepress.net

Cc:
Commissioner Michael Copps
Joshua Cinelli

³ *PIPA Letter* at 2-3, Appendix A.

⁴ See <http://www.savethenews.org/sample-form>.

⁵ See *Prometheus Radio Project v. FCC*, Nos. 08-3078 *et al.*, slip op. (3d Cir. July 7, 2011).

⁶ *Petition for Declaratory Ruling of Campaign for a Commercial Free Childhood that a Program to be Aired by Nicktoons Violates the Children's Television Act and the FCC's Rules and Policies*, MB Dkt No. 10-190 (filed Sept. 14, 2010).